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COOPERATIVE MARKETING

How It Looks

This exhibit suggests the function of cooperative organizations in marketing farm crops; tells about the business transacted by dairy associations; and gives information on State Marketing Associations.

The middle section of the booth presents a large symbolic picture of a "Cooperative Bridge" connecting a farming or "supply" area with a city market or "demand" area.

The scene is made more realistic and given the effect of depth by carefully made cutouts, of the rocks, ground shrubs of the foreground, and the bridge. The illuminated rising sun on the horizon in the background of the canvas suggests the "dawn of a better day" for producers and consumers.

The left section shows a diagrammatic outline of the organization of a State Marketing Association. On the right section is a large map of the United States which shows graphically the amount of business done, per man, by Dairy Cooperative Associations in 1922.

What It Tells.

Cooperation is being used more and more in getting products from the producer in the open country to the consumer in the crowded city. This particularly true as regards dairy products - fluid milk, butter, cream, cheese, and condensed milk. There are today in the United States several thousand cooperative creameries, several hundred cooperative cheese factories,

several score of cooperative milk distributing plants, an equal number of bargaining associations for the determination of prices for fluid milk, and nearly a dozen large collecting and distributing milk marketing associations operating over wide areas, even groups of states.

Dairy producers by acting together are able to produce a more standard product, to obtain the economies of large-scale operation in connection with the assembling and processing of their milk and in many cases earn for themselves the regards which go to those who cater to the desires of the consumer. Furthermore, by acting together, it has been possible to conduct campaigns in behalf of an increased consumption of dairy products.

Where To Get Information.

The following publications may be obtained free of charge from the U. S. Department of Agriculture, Washington, D. C.

- U. S. D. A. Bulletin -1144 Cost of Milk Production on 48 Wisconsin Farms
 - U. S. D. A. Bulletin - 9377 Cooperative Grain Marketing.
 - U. S. D. A. Bulletin -1109 Sales Methods and Policies of a Growers' National Marketing Agency.
 - U. S. D. A. Misc. Circ. 11 A Selected and Annotated Reading List.
 - U. S. D. A. Bulletin -1266 Agricultural Cooperation in Denmark.
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- U. S. D. A. Bulletin - 1302 Development and Present
Status of Farmers' Co-
operative Business.
- U. S. D. A. Bulletin - 1106 Legal Phases of Coop-
erative Associations
- U. S. D. A. Bulletins- 1261 Operating Methods and
Expenses of Cooperative
Citrus-Fruit Marketing
Agencies.
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